



## Canon Australia Awards Australia's Top Environmental Organisations for 2010

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SYDNEY: 23 November, 2010 – Canon Australia has announced the winners of the 2010 Canon Australia Environmental Grants program, aimed at providing valuable assistance to organisations working on environmental initiatives across Australia.

The program, in its fifth year, provides innovative environmental organisations with Canon digital imaging products to help them achieve their goals.

“Over the last five years, we’ve been inspired by the high calibre of entries in the Canon Environmental Grants program – and this year has been no exception,” said Janet Leslie, Quality, Safety and Environment Manager.

“The variety and depth of the projects was really impressive. The entries demonstrated that there are many creative ways that Canon’s products can be used to benefit the environment; from creating a web based photographic species identification guide, to documenting and communicating landscape improvements in Moreton Bay. This type of work at the grass roots level is what truly inspires people to want to help their environment. We are delighted to be able to play a part in this.”

In line with Canon’s philosophy of kyosei – living and working together for the common good – the program aspires to make a difference and contribute to positive change by rewarding local or national community environmental projects.

“We wanted to recognise the contribution these organisations have made towards creating a sustainable future,” said Kenji Kobayashi, Managing Director, Canon Australia. “It’s important that they have the highest quality digital imaging tools, in order to continue doing such inspirational work. Canon is proud to be able to offer them this support through the Canon Australia Environmental Grants program.”

Selection was based on the environmental merits of each group’s nominated activity, as well as the importance of digital imaging technology in ensuring the project’s success in the community. The five winners will each receive Canon products of their choice to the value of \$5000 – including digital compact and DSLR cameras, video cameras, binoculars, projectors, multi-function devices and water-proof camera cases.

Additional information on Canon’s local performance, challenges and opportunities in pursuing the kyosei philosophy is published in the independently verified Canon Oceania Sustainability Report 2009.

The 2010 Canon Australia Environmental Grant winners include:

Royal Zoological Society of SA (RZSSA)The RZSSA is involved in a variety conservation activities, including the coordination of a threatened species program, management of a captive breeding initiative for the release of animals into the wild, as well as field support and educational programs.

Reef Life SurveyThis marine conservation program collects biodiversity information from reefs across Australia and the Indo-Pacific area. It trains volunteers and provides financial and logistical support to enable the collection of data, which is used to address conservation management issues.

South East Queensland (SEQ) Catchment SEQ Catchment is a unique community-owned business focused on the improving the natural resources and environment of South East Queensland. They take a leading role in resource management planning, addressing environmental issues, community engagement and environmental advice services, as well as stakeholder partnerships.

Alternative Technology Association (ATA)ATA is the leading independent organisation promoting sustainable solutions for households. They provide independent, practical advice on how to make homes cheaper to run, more comfortable to live in and environmentally-friendly.

Rainforest RescueThis non-profit organisation is dedicated to saving high conservation value rainforests by purchasing, restoring and protecting critical areas with funds raised from individuals, philanthropists, corporate supporters and philanthropic trusts.